

We claim:

- 5 1. A process for filtering an aqueous liquid using filter aids, which comprises using as filter aid a particulate water-insoluble polymer preparation comprising at least one polymer P that is essentially made up of hydrophilic polymer segments and hydrophobic polymer segments.
- 10 2. A process as claimed in claim 1, wherein in polymer P the weight ratio of hydrophilic polymer segments to hydrophobic polymer segments is in the range from 1:1 to 1:100.
- 15 3. A process as claimed in claim 1, wherein the hydrophilic polymer segments are of nonionic nature.
4. A process as claimed in claim 1, wherein the hydrophilic polymer segments have a polyalkylene ether structure.
- 20 5. A process as claimed in claim 1, wherein the hydrophobic polymer segments are essentially made up of ethylenically unsaturated hydrophobic monomers A.
- 25 6. A process as claimed in claim 5, wherein the monomers A are selected from vinylaromatic monomers.
- 30 7. A process as claimed in claim 1, wherein the polymer P is obtainable by free-radical polymerization of ethylenically unsaturated monomers comprising at least 80% by weight of hydrophobic monomers A and with or without up to 20% by weight of the comonomers B which are different from monomers A, in the presence of at least one hydrophilic polymer which forms the hydrophilic segments in the polymer P.
- 35 8. A process as claimed in claim 1, wherein the polymer particles of the polymer P have a mean particle size in the range from 1 to 700  $\mu\text{m}$ .
- 40 9. A process as claimed in claim 1, wherein the liquid to be filtered is a fruit juice drink or fermented beverage.
10. A process as claimed in claim 9, wherein the fermented beverage is beer.

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11. A process as claimed in claim 1, wherein the polymer preparation additionally comprises a conventional particulate or fibrous filter aid.
- 5 12. A process as claimed in claim 11, wherein the conventional particulate filter aid is selected from polyamides and polystyrene.
- 10 13. A process as claimed in claim 11, wherein the filtration is carried out as precoat filtration.
14. A filter aid in the form of a particulate water-insoluble polymer preparation comprising:
- 15 a. from 10 to 95% by weight of at least one polymer P that is made up of hydrophilic polymer segments and
- b. from 5 to 90% by weight of at least one conventional filter aid.

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